

# Rhetoric Art of English Advertising Words and Its Translation Analysis

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**Abstract:** The ultimate goal of advertising language is to improve product visibility and stand out in the fiercely competitive market. By influencing consumers' attitudes and preferences, they are encouraged to buy products or services. Starting from the rhetoric art of English advertising words, this paper focuses on the analysis of several commonly used advertising rhetoric and its effects through examples, so that we can understand the linguistic features of advertising rhetoric. English advertisements often use various rhetorical devices to enhance the artistry and appeal of the language. The basic principles of Chinese translation of English are proposed: natural, accurate and easy to understand. The key means to achieve these principles is flexibility. Studies have shown that in order to ensure the reproduction of advertising language art and text style, translators must thoroughly understand the content of advertising products and advertising texts and their rhetorical art, and select the most appropriate translation.

## 1. Introduction

Among the many elements of advertising, advertising language is the most offensive and the most important part of advertising. Advertising language plays a decisive role in the success or failure of advertising [1]. Advertising language can help people understand commodities and is an important source for people to obtain commodity information. A good advertisement requires that it can clearly and accurately express the theme of the product in a few seconds, so as to stimulate consumers' desire to buy [2]. At the same time, it will be impressive, and it will be rumored and even spread. Rhetoric and translation directly determine the "quality" of advertising words. It compares abstract and boring things with vivid and concrete things, can greatly render the specificity and image of language, form vivid and vivid images, arouse consumers' good psychological association with products, and then cause emotional resonance [3]. Perhaps throwing out the questions and letting the audience think is the best way. Through casual comments and answers, the ads will subtly penetrate the hearts of the people. Ad designers don't care what answers you give, as long as you think, it means that advertising has caused a reaction in your consciousness [4].

From the micro point of view, the single vocabulary in English advertisements is the main carrier of advertising and information transmission. Owing to the particularity of advertising language, the use of words in commercial advertisements does not need to be bound by the rules of conventional English language [5]. That is to say, advertising must catch the reader's attention in the most striking form at once and leave a deep impression on the reader. Advertising language should be concise and concise, so that people can see at a glance, and have a strong incentive to encourage and persuade people to buy certain goods or do certain things [6]. English rhetoric is an important linguistic means often used in English advertisements. Rhetoric can inspire people's understanding, satisfy their imagination, touch their feelings and influence their will [7]. And can make people get aesthetic pleasure from it [8]. Advertising English is also commonly used in various rhetorical methods commonly used in literature. Not only will the advertising language be more lively, but it will also be able to spread the information and promote the characteristics of the product. Under the premise of expressing content and context, how to actively mobilize language factors, with non-linguistic factors, to obtain the best expression effect in the most accurate and perfect language processing form [9]. And can make people get aesthetic pleasure from it. To do this, under the premise of expressing content and context, how to actively mobilize language factors, with

non-linguistic factors, to obtain the best expression in the most accurate and perfect language processing form [10].

## 2. Materials and Methods

Exaggeration refers to the rhetorical devices that use rich imagination to purposefully enlarge or narrow the image characteristics of things on the basis of objective reality in order to enhance the effect of expression, which can arouse readers' rich imagination and strong resonance. To persuade the audience and successfully convey the information of commodities in advertisements, the creators of advertisements often use different rhetorical techniques. Words should be used to enhance the artistry, vividness and appeal of language, stimulate people's feelings, arouse people's desire to buy, so as to open up the market for goods. Sometimes the translator can refer to the well-designed principle of the advertising designer: this is because people live in the same world, although the race and skin color are different, but the understanding of the objective world is roughly the same and the emotional ethics benchmark is basically the same. Therefore, translators need to combine the actual situation and convert the original content as much as possible to convert it into another more acceptable expression. The English advertising words can be closer to the current language environment, thereby effectively narrowing the distance between people and enhancing the intimacy of English advertising words.

The personification in English advertisements is similar to that in Chinese, that is, to describe objects or creatures as human beings, and to endow them with emotions or words and deeds, so as to make their images more vivid and distinct. Human personification can be expressed by adjectives, verbs or nouns. "Natural translation" refers to the use of fluent, vivid and acceptable idiomatic expressions to convey the original message of the advertisement in English, so that if the Chinese readers understand the advertisement in another way, the readers will be deeply affected by the exaggerated atmosphere created by the advertisement. In the process of translation, the translator also retains the use of hyperbole. The language of the reader does not produce too much language barrier. Passing the surface information also conveys the meaning of the form related to the surface information. A successful advertising effect will only occur when the accepted information is equal to all delivered information. In the process of translating English advertising words, the translators need to combine the specific content and internal meaning of the advertising words, and reasonably select the translation method, and strive to fully display the language charm in the advertising words. The translation strategies of English advertising words are shown in Table 1 and Figure 1.

Table 1 Translation Strategies of English Advertising Words

	Convey	Combination
Literal translation	5.09	4.60
Free translation	6.17	5.51
Live translation	7.25	8.08

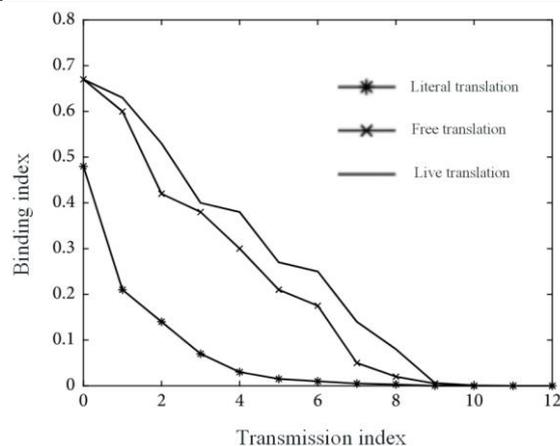


Fig.1. Translation Strategies of English Advertising Words

Pun is one of the most frequently used rhetorical devices in English advertisements. It can effectively stimulate consumers' associative ability, make advertisements more concise and interesting, and then effectively enhance the artistry of advertisements. The ambiguity of the semantic coherence between the surface and the bottom or the indefinite or multi-directional meaning of the surface symbols is that the pun rhetoric of fuzzy rhetoric belongs to the ambiguous rhetoric. Translators are allowed to be creative, but they should maintain the basic information of the source text, make the translated text more authentic and acceptable from the perspective of consumers, and reproduce the information of the source language in the closest and most natural equivalents from linguistic meaning to style. The whole sentence is somewhat similar to the Chinese pragmatic structure, that is, to establish linguistic logic through the close connection of context and meaning groups. Advertising text is only a means of serving the purpose of advertising. Therefore, the Chinese translation of advertising English does not need to be exactly equal in meaning to the original text, but should be equivalent in function. The translator should have greater freedom and flexibility to deal with the original English text. Make changes when translating. The translation adopts the method of structural supplementation, adding the verb "Holding" that was not originally available, and merging the sentence logic to cater to Chinese pragmatic features. Peer to hide the euphemism in the original text.

### **3. Result Analysis and Discussion**

In order to ensure the faithfulness, conciseness and smoothness of the translation, the flexible translation method includes literal translation and free translation, so as to achieve vivid and ingenious results. By looking for similarities between things and comparing one thing with another, abstract things can be visualized, which can effectively stimulate the psychological resonance of consumers. The translation of advertisement words requires not only the translator's solid language skills, but also the knowledge of commodity information, consumer psychology and marketing strategies. More in need of rich imagination and artistic inspiration, in order to translate beautiful words, catchy, meaningful, and vivid advertising words. If the translation is translated straightforwardly, it will become "let your own voice be heard" without any advertising language beauty. On the basis of deducting its essential meaning, Chinese advertisements have changed their expressions.

The popularity of advertisements directly affects the profit of product sales, so we must respect the audience's cultural traditions and language expression habits. Poetry and idiom are the essence of language in every culture system. Since English and Chinese can use different metaphors to create the same image and convey the same message, it requires us to transform the image and the body of the image to convey the information of the original text. The translation of advertising language should be based on the principle of functional equivalence, and the translation should achieve roughly the same or better advertising effect as the original text. When selecting the vocabulary, the advertising designer has very obvious oral features, avoiding the use of vocabulary that is not easy to be accepted by the consumer, and the use of the language's sound law makes the advertisement read and sway, fluently looped, catchy, and easy to sing. Become a wonderful combination of form and connotation, vision and hearing.

With the same expressiveness and appeal as the original text, the translation of advertising English into Chinese should allow words, phrases and rhetorical devices, especially non-information, related to the textual functions of the original text due to the differences between English and Chinese languages and cultures. Free translation is adopted to ensure the faithfulness, smoothness and clarity of the translation. As far as the translation of English and Chinese advertisement words is concerned, the combination of literal translation and free translation is commonly used. Many advertisements can be translated correctly, flexibly and skillfully only if they are translated literally and freely. In terms of effect, translation should be like a painting, and the idea of seeking a kind of "like-like" is not like a "like-like", to the contemporary translation theorist Zhang Peiji in his "English-Chinese Translation Course" "Faithfulness" and "commonness" means that the translation must take into account the principle of the original author and the reader

of the translation. If it is necessary to retain the local color or metaphor in the original text, to effectively display the products of the advertisement and To achieve a concise and clear translation effect, you should use a literal translation to better represent the style of the original advertising words.

#### 4. Conclusion

This paper studies the rhetoric art of English advertisements and their translation. On the other hand, we should make adaptations and strengthen "cultural translation" so as to make it more in line with Chinese language and cultural habits. Only by grasping the principles of translation, comprehending the content and spirit of the original text, properly choosing translation methods, flexibly adopting translation strategies, and choosing incisive and original words from the target language to convey the meaning and meaning of the rhetoric of the source language. Only in this way can the quality of advertising rhetoric translation be guaranteed, and the key to ensuring the quality of advertising translation is to select words and sentences from the target language to convey the meaning and meaning of the rhetoric of the source language. The artistic and practicality of English advertising words has been greatly enhanced, and its pragmatic features are beautification or promotion, avoiding vulgarity, avoiding taboos, courtesy of respect and whitewashing. In the practice of translation, a reasonable translation strategy can achieve the perfect combination of information transmission and aesthetics. And can effectively attract the attention of the audience and consumers. For English learners, it is necessary to understand and master the improvement of English in advertising English.

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